WMUA

PROGRAM GUIDE SPRING/82

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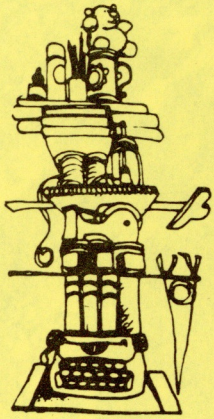
University of Massachusetts at Amherst



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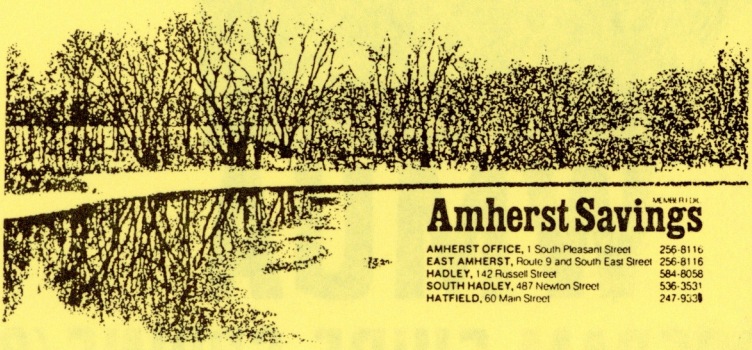

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FINE ARTS CENTER ★ UMASS

WAVELENGTHS

by Michael Briggs
Program Director

Another broadcast season is upon us...a new schedule, new shows and new personnel. With this season comes the anticipation that we will all somehow become better broadcasters. Ideas are fresh. Attitudes are positive. And why not? We're not working for anything other than the experience of achievement as individuals.

WMUA is entirely run by students. We maintain a broadcast schedule 24 hours a day, 7 days a week. We don't play commercials. We offer a product of no-hype, no-b.s., no-fancy contests, games or gimmicks. What we offer is a day full of music and information.

Musically we strive to give our audience the most diverse selection available. And we do. No other radio station in the Pioneer Valley offers its listeners blues & bluegrass, reggae, Black Classical & Black Contemporary, Latin, progressive new releases, oldies & live music on such a consistent basis as WMUA.

Information-wise we are also above comparison with area broadcasters. WMUA has a Public Affairs slot which has recently been expanded to 7 days a week. During these slots everything is covered from sports to state & national politics to campus events to youth information to astrology. Our news department brings our audience 8 broadcasts per day...the highlight being a half-hour report at 6pm. Whether its local, state or national news, WMUA's News Department brings it to you straight...no chuckling between broadcasters...just the who, what, when, where, and why of the story.

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We've recently added a Promotion Department to our staff. Now we not only have a great product, but we have the means with which to present it to our audience. Headed by Jerry Prudent, this department is not only responsible for the production of this Program Guide, but they are also actively working on promoting the station and the station's shows. One of their big projects for the semester is to get underway an Underwriting Program, whereby businesses can support WMUA through grant sponsorship.

WMUA is the oldest chartered radio station in the pioneer valley. If you haven't heard of us yet, you will in the near future. We're FM 91 and WE'RE ON!!!

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located in the campus center next to the travel center and across from the coffee shop 545-0371
monday through friday from 9:00 am to 5:00 pm

SOLO'S & DUO'S

The Duke Ellington Committee presents its fourth annual "Solos & Duos" concert series, an exciting program of Black classical music concerts by major composer/instrumentalists. The focus of this series will be to present solos and duet performances in an intimate concert setting. The artists are among the leading musicians in the jazz idiom;

SCHEDULE - SPRING 1982

4/2 Andy Bey
Vocalist/Pianist

4/9 Abdullah Ibrahim Dollar Brand
Pianist

4/16 Avery G. Sharpe/John Blake
Bass/Violin

4/23 Clyde Criner/Billy Hart
Keyboard/Drums

All performances will be held in the Cape Cod Lounge, Student Union, UMass
TIME: 8:00 PM FREE!

WMUA NOTES

by Heidi Christensen
Station Manager

Since I've taken the job as General Manager last June, a lot of exciting things have happened here at WMUA.

So, listen to this... WMUA is hosting the first New England Collegiate Radio Conference here at UMASS. 70 college radio stations from all over New England will be attending this weekend packed with useful, informative workshops presented by the stations themselves. The event is co-sponsored by the Student Government Association, The UMASS Arts Council, and the Dean of Students. But the best news is that you're invited too! Just look for a notice in the Collegian or call us at 545-2425.

Another exciting happening at WMUA is the Promotions Department headed by Jerry Prudent. With Jerry's guidance we'll be embarking on a new project: Underwriting, or program sponsorship. This new development has great benefits for future sponsors, WMUA, and all those who getinvolved.

Got any free time? All positions on the Management Board are open to elections this April. There are also many volunteer positions. Check us out! Were looking forward to a prosperous year. Get involved now.

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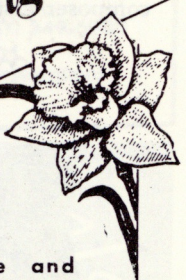

UMASS, Hampshire and Smith STUDENTS 1/2 OFF

Fine Arts Center Concert Hall

WHAT'S NEWS

by Randolph T. Holhut
News Director

There are a lot of things going on around us; things that directly affect our lives. We all have a tendency to be swept up by these events and are often confused about their significance to us. That's where the WMUA News staff comes in.

We make sense of the day's events, whether they happen in Amherst, Boston, Washington D.C., or anywhere in the world. Our job is to explain what is going on and why fairly and accurately using the resources and information available to us. If we do not do this, we are not living up to the obligation that we have to our listeners to provide them with the news they need and want to know.

That is our philosophy, our reason for existence, to serve you, the listener. We are constantly striving to improve our department, and we welcome any suggestions or criticisms to help make it better. We want to hear from you.

THE MASSACHUSETTS DAILY
Collegian

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is a daily affair. . .

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	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6 AM	Reverend Pearsons "GLORY ROAD GOSPEL SHOW"	CONCEPTO LATINO	A TRIP TO WHAT NEXT w/Ed Berk	PUMA'S BLACK CONTEMP. MUSIC	TIL THE END OF THE DAY W/Darryl & Mark	Carl Lowman's BLACK CONTEMP. MUSIC	5am SOFT ROCK WAKE-UP
10 AM	ZAMIR	9am JAZZ w/Dave Hart	"POSITIVE VIBRATIONS" w/The General	CONCEPTO LATINO	MR. TED'S NEW MUSIC	Q's BLACK CONTEMP. MUSIC	8am Billy Belina's "POLKA BANDSTAND"
12 PM	UNDER-CURRENTS	NEWS	NEWS	NEWS	NEWS	NEWS	
2 PM	COUNTRY BLUES & BLUEGRASS	12pm Mahogany "FREE AS THE WIND" BMCP	'SWING TUNES' w/Mike Briggs	INFORMATION AIRWAVES	CONCEPTO LATINO	Mary Kelly DRIVE TO THE 1990's	PUBLIC AFFAIRS
7 PM	SPORTS CAFE	3pm M.C'S BLACK CONTEMP. MUSIC	Reggae Music w/SCOTTY DREAD	Jon Canter "DOGMA"	D.R.'S BLACK CONTEMP. MUSIC	STEVE DIAMOND'S FRIDAY DRIVE	DENNIS PRESENTS...
8 PM	BIZARRO ESOTERIC w/Sam Gilford	NEWSWATCH	→	→	→	→	6pm REPORTS IN COLOR
		PEOPLE's PERSPECTIVES	UMass Hotline	Youth Program	FOCUS	ATHENA'S WEB	7pm DADDY NEIL FUNK & THINGS
11 PM	SPECTRUMS IN JAZZ w/Greg Giles	7:30 CONCEPTO LATINO	Live From Studio B / Paula T. & Miss Priss	Andrew Wolf DRIVE TO THE 1990's	WOMEN'S MEDIA PROJECT	Tony Kord DRIVE TO THE 1990's	
		Reggae Music 10:30 w/THE ROOTSMAN CONNECTION	BROTHER E BLACK CONTEMP MUSIC	HARTMUT PILTCH SHOW	KARI NJIIRI'S "PAN AFRIQUE"	JIM McDEE's FRIDAY NIGHT EXPERIENCE	10pm FRANK O's "ODYSSEY" Black Contemp.
2 AM	SKIP GOLDFARB	2am MICKIE MICHAEL	MUSIC FOR LOVERS w/BMCP	REV. PEARSON'S overnight "GLORY ROAD GOSPEL SHOW"	MUSIC FOR LOVERS OVERNIGHT w/BMCP	MIKE MALONE	2am THERESA'S MUSIC FOR LOVERS

WMUA☆1982☆PROGRAM☆LIST

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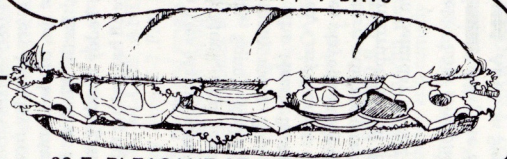

33 E. PLEASANT ST., AMHERST / 549-5160

Sweeties
FINE CHOCOLATES AND CONFECTIONS

WATT'S ON WMUA....

MONDAY MORNING JAZZ with Dave Hart. Start your week with the finest in the jazz music tradition. Major innovators and stylists of all periods represented.

THE HARTMUT PILTCH VARIETY SHOW with James Neill and Patrick Rumble is an eclectic mixture of some of the most exciting and bizarre sounds available on vinyl today. You will be exposed to music you thought existed only in your dreams (and nightmares). Listener input is encouraged as we try to incorporate you into the program be it by request, or by using your recorded voice over the air as part of our musical creations. Every Wednesday night 10:30-2 a.m.

CONCEPTO LATINO is a Spanish program dedicated to the diffusion of Latin American Music and culture in the area. Interviews, special shows and a 1/2 hour news analysis of Latin America are also part of the program which is transmitted every Monday night 7:30-10:30 p.m., and Thursday 12-3 p.m. Members of the program are Emma Martinez Melvin Figueroa, Carlos Gonzales, Jose Luis Brovin, Argeo Quinones, Rafael Jimenez, and Josie La Torre.

A TRIP TO WHAT NEXT with Ed Berk is a musical menagerie. Old rock & roll, string music, the Blues, and progressive jazz are all featured every Tuesday from 6-9 a.m.

"POSITIVE VIBRATIONS" Join the GENERAL every Tuesday. Irie feelings flow from the diverse sounds of the Blues, Black Classical, Reggae, Soul, and Latin music. Take your orders from the GENERAL and feel good by listening to "POSITIVE VIBRATIONS"

MC'S MUSICAL EXTRAVANGANZA with Merritt Crawford can be heard every Monday from 2-5:30 p.m. featuring the best in Black Contemporary Music: Stephanie Mills, Earth Wind & Fire, The Whispers, The Jacksons. Teddy Pendergrass, Stevie Wonder, and much more all happening now on FM 91.

NOW'S THE TIME with Alex Martin is four hours of great jazz. Masters like Monk, Bird, Dizzy, Miles, Art Blakey, Max Roach, Sonny Rollins, Dexter, Coltrane, Dolphy, and many more. Plus a look at contemporary sounds: The Heath Brothers, Jack DeJohnette, Chick Corea, Gary Burton, and much more. The latest releases played as they arrive, and the 3 o'clock Album Feature: a different record every week, played without interruption. All this in one show? Amazing! Listen Saturday from 2-6 p.m.

SPORTS CAFE is a weekly, hour long phonein talk show in which professional, collegiate and other sports genres are discussed. Aired on Sunday evenings from 7-8 p.m., the cafe concentrates on topical subjects, as well as Minuteman action. The cafe is also a forum for local sports personalities to speak out and be questioned.

ZAMIR For two hours weekly, you can enjoy a varied selection of Israeli music ranging from your favorite old folk songs to current popular tunes. Special features include miniconcerts, current events, interviews, theme shows, and community announcements from the Pioneer Valley Jewish community. Also featured are Yiddish, Ladino, and English songs, children's festivals, and other Israeli and Jewish music. Join us for a taste of Israel.

WMUA NEWSWATCH WMUA features some of the most comprehensive radio news programming in the Pioneer Valley. The day begins with NEWSWATCH: THE MORNING EDITION. Three ten-minute newscasts can be heard at 7, 8, and 9 a.m. as well as one minute updates at 7:30 and 8:30 a.m. NEWSWATCH: THE NOON REPORT takes a fifteen minute look at the midday events at 12 noon. NEWSWATCH at 5:30 p.m. is the valley's most complete radio news program. Our last word on the day's events is NEWSWATCH: THE FINAL EDITION at 10 p.m. Whether it's happening in Amherst or anywhere in the world, you can count on WMUA NEWS to cover it for you. Every day, we have the news you need to know. WMUA NEWS: a tradition of excellence for over twenty years. ★

UNDERCURRENTS To find out what's happening below the mainstream, tune-in to this weekly two-hour program which examines the politics and culture of grassroots social change. Songs of people's struggles for social justice are presented along with informative feature news reports and documentaries which examine controversial issues that are ignored or given superficial coverage by the commercial mass media.

COUNTRY, BLUES AND BLUEGRASS airs every Sunday from 2-7 PM. 2-3 PM Live music is featured with music and struggle from Ireland. 3-4 PM Country and Western swing. 4-5 PM Bluegrass and Stringband. 5-6 PM Blues and 6-7 PM Rhythm and blues. CBBG presents the music in a historical and thematic context taking into account the political and economic factos that shape the music in the past and present. The staff includes Al Flanagan, Lou Graham, Paul Duval and many others.

LIVE FROM STUDIO B Every other Tuesday evening 7:30-10:30 p.m.with your host Bill Stepchew brings you music and comedy featuring local entertainers, performing live from our studio. Spontaneous, fun and original music.

REVEREND PEARSON'S "GLORY ROAD GOSPEL" SHOW airs every Sunday morning from 6-10 AM. Wake-up to the inspiring sounds of gospel music & the messages of love & human kindness the Reverend offers each Sunday. There's no better way to welcome the Lord's Day.

BMCP The Black Mass Communications Project assures that the cultures, views, and perspectives of third world people receive adequate air-time to educate the general audience.

Through BMCP presentations WMUA airs many shows dealing with the Black Cultural Experience throughout the diaspora, programs such as Concepto latino, Pan Afrique, Positive Vibrations, Reports in Color, and other shows that educate our listening audience.

In addition, BMCP has provided an opportunity for Black and Third World Students at the University of Massachusetts to develop skills in editing, newscast training, production work, remote-tape recordings, training to obtain a third class radio license with endorsement, and other related skills in Mass Communications.

POLKA BANDSTAND Billy Belina's Polka Bandstand is the most popular polka show in the Conn. River Valley. In just over a year, this show has sky-rocketed in popularity. Billy features the latest in local and national & international polka music every Sat. from 8 AM - 2 PM. The show also features call-ins of requests & dedications from the listening audience.

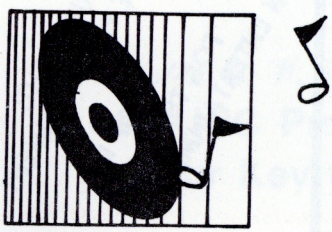
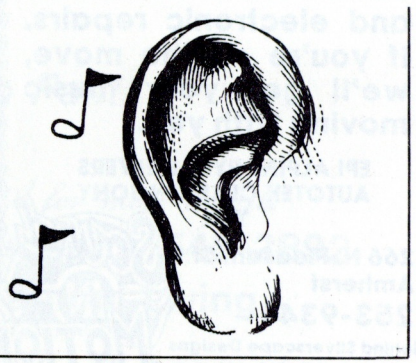
ATHENA'S WEB Don Cerow hosts an astrologically oriented show that seeks to illustrate to the community in simple and yet effective terms that astrology works and works well. Through interviews, talks, and examining musical artists' charts we hope to show you what kind of tool astrology can be. Join us.

BANDBOARD is our musical listing service for the Pioneer Valley clubs, campus bookings and major musical acts in reasonable travelling distance from Amherst and the greater vicinity (Boston, Lenox, Worcester, Hartford, Springfield, etc.) Compiled and produced by Ed Burke, it is aired twice daily at 4:30 PM and 8:00 PM.

WOMEN'S MEDIA PROJECT The Women's media project features music and special programming of interest to women; news with a feminist perspective, interviews, and coverage of local events. The **M.I.A.** Blues Project will broadcast every other Thursday night with hosts Donna Kerner and Mary Ruth Warner. Tune in every Thursday night 7-10 PM with Co-hosts Meg Seiler, Sue Hoffman, Tryna Hope, Heather Johnson, Adena Gilbert, Katherine Wetzel, Nicole Sumner and Diane Mueller.

THE DRIVE to the 1990's is a new music cooperative dedicated to promoting obscure less accessible artists from Britain/Europe, and the U.S.A.We cover a broad spectrum of material including funk, reggae, avante garde, electronic and industrial music. We invite you to listen in to "The Sound of Things to Come", Wed. and Fri. evenings - the drive to the 1990's.

JIM MACDEE'S FRIDAY EXPERIENCE featuring Funk, Reggae, old soul and your requests.



UMASS HOTLINE is an informative interview program which deals with current issues relevant to the UMass campus, student concerns, complaints, and suggestions. Different topics will be discussed each week and guests will be chosen for their knowledge on the subject - for example mass transit, campus safety, or the student senate. Students and members of the community are invited to call in any questions to the guest during the program. ONtheair debate is encouraged. The number at UMass Hotline is 545-2876. UMass Hotline is aired every Tuesday night from 6-7 p.m.

FREE AS THE WIND will sweep you off your feet! Every Monday from 12-3 p.m. Join Mahogany for a midday delight with an array of jazz, r&b, reggae, and much more breezy music. "FREE AS THE WIND" will blow you over, so tune in and get turned on!

DENIS PRESENTS... A unique nostalgic journey encompassing over two decades of popular music. Denis will take you from the 1950's to the 1970's with a blend of rock & roll, easy listening, and popular vocalists of the times. The sounds include Beatles, Sinatra, Garland, Bobby Darin, Beach Boys, and many others.

FOCUS with Ken Mosakowski is WMUA's longest-running public affairs series now in its 14th year. Produced by Vickie Bates, the program features live debates; interviews with public figures; in depth analysis and editorial commentary on a wide range of controversial political issues at the local, state and national level. FOCUS can be heard every Thursday evening from 6-7 p.m.

PEOPLE'S PERSPECTIVES is a new weekly public affairs program designed to bring you information and analysis not ordinarily heard or presented by the mass media. People's Perspectives brings you news about important issues which affect your day to day reality and information concerned with the struggles of many peoples both in the U.S. and around the world. People's Perspectives is brought to you in part by the W.E.B DuBois Department of AfroAmerican Studies.

REPORTS IN COLOR is a weekly public affairs program dealing with issues which concern and focus on people of color within and outside the Amherst area. Hear lectures on current events and Africa. Updates on REPORTS IN COLOR, Saturday evenings, 6-7 p.m.

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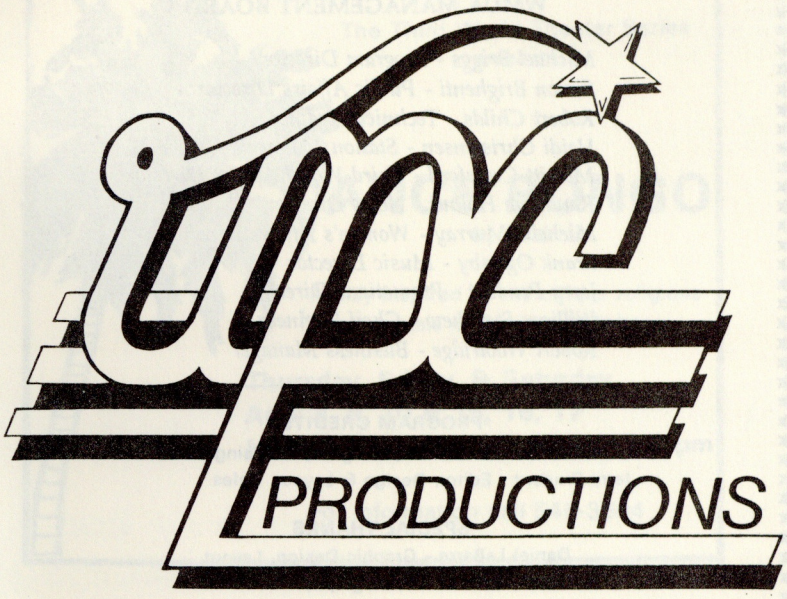

JAMES TAYLOR — Feb. 13, 1982
J. GEILS BAND — Feb. 15, 1982
JOAN ARMATRADING — Feb. 27, 1982
KING CRIMSON — March 1, 1982
U2 — March 16, 1982

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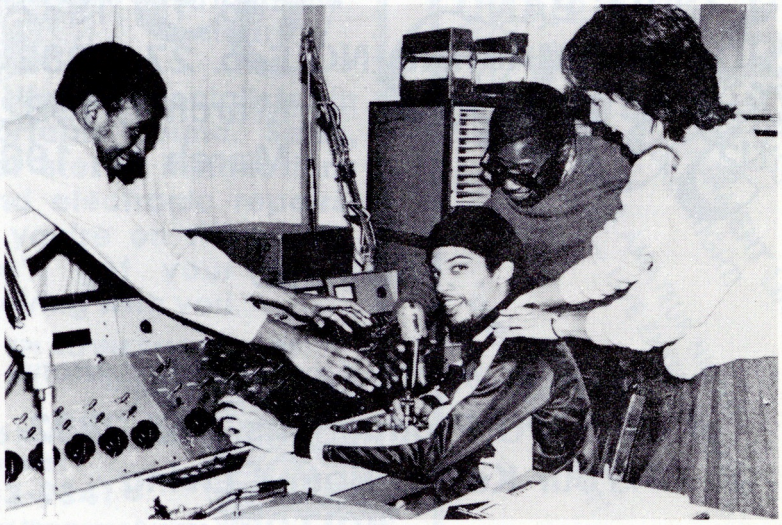
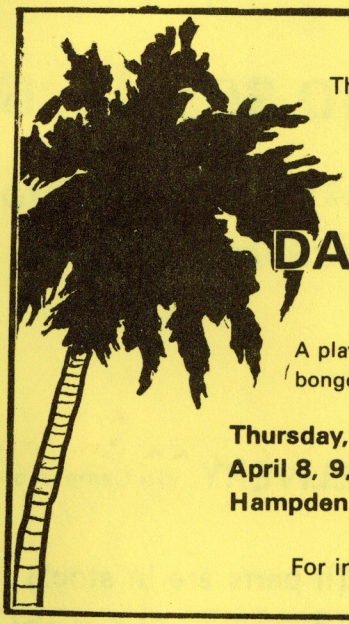
Jerry Prudent - Editor, Design & Layout, Sales

SPECIAL THANKS

Daniel LaBarre - Graphic Design, Layout
Dale Johnston - Photography

BELOW - MANAGEMENT BORED SYNDROME is a common problem at the station. The cure? A little clowning around in studio B. Clowns left to right: Frank Oglesby, Merritt Crawford "Pete" Woolridge, & Heidi Christensen.





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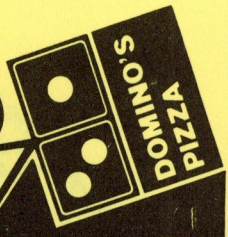
The Hot One



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